

UTAH OFFICE OF TOURISM BOARD MEETING AGENDA

Tuesday, September 17, 2019 – 10:30 am - 12:00 pm
Eccles Conference Center at Utah State University - Auditorium
5005 Old Main Hill
Logan, UT 84322

1. Welcome & Introductions: Lance Syrett, Chair - (10:30 am)
2. Oath of Office: Notary Lorraine Daly - (10:40 am)
3. Approval of Minutes - (10:50 am)
4. Marketing Committee Report:
 - Review Dashboard of High Level Industry/and Office of Tourism Metrics - Dave Williams, Associate Managing Director (10:55 am)
 - Review Winter Advertising Campaign Creative - Scott Sorenson, Struck - (11:00 am)
 - Review International Consumer Marketing - Jonathan Smithgall, Love Communications - (11:15)
 - Review Urban Public Relations Efforts - Marrisona Mallory and Chandler Taylor, J Public Relations - (11:30)

There are no action items this month.

5. Annual Open & Public Meetings Act and Ethics Training: Alison Garner, Assistant Attorney General - (11:40 am)
6. Announcements/Upcoming Events - (11:55 am)

Meeting adjourned – The next board meeting will be held on Friday, October 11th from 10:00 am - 12:00 pm at the Natural History Museum of Utah in Salt Lake City.

UTAH OFFICE OF TOURISM GOALS

1. Create Global Brand
2. Strengthen partnerships with industry
3. Improve customer experience
4. Engage Utah leaders and citizens in our success
5. Use film as a billboard for our state